



Checklist:

10 Steps to Define Your Primary Target Audience

When running a retail business, it's important to define your target audience. Put yourself in the shoes of your customers and answer the follow questions...

How old – on average are your customers?

Where in your customers buying journey do they discover you?

What does an average day look like for your customers?

Are your customers primarily first time customers or repeat customers?

Do your customers shop primarily for purpose... or leisure?

Are some of your customers more profitable than others? If so, why?

What habits do your customers have outside of shopping with you?

Do your customers connect with you online? Offline? In multiple places?

How does the buying journey typically happen for your customers?

What is the #1 reason your customer comes to your business and makes a purchase?

Once you've got a better understanding of your primary target audience, it will be easier to find the right omnichannel blend for your retail business!

Be better retailers